

## Message Text

UNCLASSIFIED

PAGE 01 BONN 16406 071801Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----002939 081048Z /21

R 071749Z SEP 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1705  
AMCONSUL FRANKFURT

UNCLAS BONN 16406

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: ADS REQUEST - ARCATA NATIONAL CORP.,  
MENLO PARK, CA

DESPITE EXTENSIVE CANVASSING BY FOREIGN SERVICE POSTS,  
NO GERMAN COMPANIES WERE INTERESTED.

AMCONSUL FRANKFURT COMMENT:  
RELIABLE TRADE SOURCES STRONGLY CONTRADICT THE FINDINGS  
OF A CONSULTING FIRM WHICH ALLEGEDLY PER-  
CEIVES FAVORABLE OPPORTUNITIES IN GERMANY FOR BOOK  
MANUFACTURING OPERATIONS BY U.S. PRINTING AND BOOK-  
BINDING ENTERPRISES. - FACT IS THAT FOR THE PAST THREE  
YEARS THE GERMAN MARKET HAS BEEN-AND STILL IS- IN TURN-  
OIL AS A RESULT OF A SEQUENCE OF REORGANIZATIONSND  
STREAMLINING EFFORTS BY DOMESTIC PRINTING AND BOOKBIN-  
DING COMPANIES CAUSED BY PRESSURE OF FIERCE PRICE  
COMPETITION AND TECHNOLOGICAL CHANGES IN THE INDUSTRY  
ITSELF. BY NOW, THESE STRUCTURAL DEVELOPMENTS ALONE  
REPORTEDLY HAVE OFFSET ANY THEN EXISTING COMPARATIVE  
ADVANTAGES BY ANY FOREIGN, INCLUDING U.S. , BOOK MANU-  
FACTURING COMPANY. THE ADS APPLICANT DID NOT INDI-  
CATE THAT HE WOULD BE IN A POSITION TO MEET SIC  
REQUIREMENTS, SUCH AS GERMAN LETTER CHARACTERS (VOWELS  
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WITH UMLAUT, FOR INSTANCE) AND OTHER STANDARDS  
(SIZE AND FORMAT) OF BOOK MANUFACTURING APPLICABLE IN  
WEST GERMANY. BESIDES THESE STRICTLY TECHNICAL FAC-  
TORS, THE POTENTIAL OF THE BOOK BINDING AND PRINTING  
MARKET IN GERMANY ITSELF IS DEEMED TO BE OF A RELATIVE-  
LY SMALL SIZE, AND, AS SUCH, UNATTRACTIVE TO ANY  
FOREIGN COMPETITOR. THERE ARE NO PRINTING BROKERS

IN OUR DISTRICT. THE U.S. COMPANY MIGHT WISH TO SEEK EXPOSURE OF ITS REQUEST THROUGH ONE OF GERMANY'S LEADING SPECIAL TRADE MAGAZINE FOR THE PRINTING INDUSTRY (DRUCKWELT, SCHLUETERSCHE VERLAGSANSTALT, POSTFACH 5440, D-3000 HANNOVER 1), OR APPROACH DIRECTLY LEADING PUBLISHING HOUSES IN GERMANY WITH A VIEW TO EXPLORING THE POSSIBILITY OF A MUTUALLY ADVANTAGES CO-OPERATION. THE FORTHCOMING INTERNATIONAL BOOKFAIR IN MAIN, HELD DURING OCTOBER 18-23, 1978, ALSO MIGHT OFFER ITSELF AS A SUITABLE PROMOTIONAL VEHICLE TO A VISITING REPRESENTATIVE OF THE ARCADE NTL. CORPORATION.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR  
MEEHAN

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## Message Attributes

**Automatic Decaptioning:** X  
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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Subject:** ADS REQUEST - ARCATA NATIONAL CORP., MENLO PARK, CA DESPITE EXTENSIVE CANVASSING BY FOREIGN SERVICE PO  
**TAGS:** BEXP, GE  
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